

Appln. No. 09/751,801  
Amendment dated July 11, 2005  
Reply to Office Action mailed January 11, 2005

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Attorney's Docket No. 24-0041  
Client's Docket No. P1670US00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
Appln. No. 09/751,801 )

First Named Applicant: SCOTT D LEAPMAN )

Filed: 12/29/2000 )

For: SYSTEM AND METHOD FOR TARGETED ADVERTISING )

TC/A.U.: 3622 )

Examiner: Lastra, Daniel )

Attorney: Jeffrey A. Proehl )

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Arlington, VA 22313-1450

**AMENDMENT IN CONNECTION WITH FILING OF REQUEST FOR  
CONTINUED EXAMINATION**

Sir:

Responsive to the final Office Action mailed January 11, 2005, and in connection with the Request for Continued Examination filed herewith, applicant hereby requests the entry of the following amendment to the application:

**Amendments to the Specification:** None.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper

**Amendments to the Drawings:** None.

**Remarks/Arguments** begin on page 10 of this paper.